

Logo Use Guidelines – Canadian Association of Professional Pet Dog Trainers (CAPPDT) – updated 4/1/2019

Here are some non-exhaustive guidelines to help you avoid misusing CAPPDT's logo.

1. **Non-members may not use any CAPPDT Logo trademark without written permission from the CAPPDT.**

- Don't use or copy the CAPPDT logo.
- Don't modify or change the CAPPDT logo.
- Don't use a modified or changed CAPPDT logo.

CAPPDT short name

1. Don't register "CAPPDT" as, or in, your domain name, website, or company name, e.g. www.cappdtdogs.com.
2. Don't use "CAPPDT" as, or in, your product or service name.
3. Don't say that you, your products or your services are endorsed, approved or certified by CAPPDT. (Remember, CAPPDT doesn't perform certifications.)

2. **Only CAPPDT Members may use the CAPPDT Member's Logo.**

CAPPDT has designed a logo for members to use for individual business purposes. Members are not allowed to use the CAPPDT Association logo because it is a registered trademark, and, as such, can be used only on official materials produced by CAPPDT itself.

- The only version of the logo that can be used in member marketing materials is available in the CAPPDT Member's section of the website.
- Don't use the non-member's logo from the website

MEMBER'S LOGO APPROVE VERSION



CAPPDT ASSOCIATION-ONLY VERSIONS



The Member's logo design is similar to the CAPPDT logo and clearly distinguishes the user as a "Member." CAPPDT encourages members to use the logo on business materials signifying their professionalism and association with the Association. It can be printed on marketing materials in accordance with the guidelines outlined below.

Guidelines for use of Member Logo

a) Definition of Member

The logo may be used only by active, international, and life members of CAPPDT in good standing.

b) General Use

The logo is to be used only to indicate membership in the CAPPDT. Only members in good standing may use the symbol on business or personal stationery, brochures relating to the member's dog training and related businesses, business forms, business cards, personalized labels or stickers, plaques, office buildings, office furniture, gifts for clients, in advertising and on websites and other social media.

c) Group Business Use

In a business employing multiple trainers, the logo may be used on group marketing materials provided that the senior member of the business is an active member, or that 50 percent or more of trainings within the business are active members, and the remainder of the businesses trainers are applicants or candidates for membership. Applicant for memberships, interns or candidates for employment in the business may not use the symbol in advertisements, on Web sites, or on any materials other than business materials as referenced in Section B.

When printing the logo on group business materials that include both members and applicants and/or candidates, the members must be noted by placing an asterisk (*) outside border of the symbol in the upper right-hand corner, with a footnote at the bottom of the materials listed in Section B that says, "Members of the CAPPDT include: (list member names)."

d) Integrity of the Symbol

The symbol may not be modified in any manner. No additional material or text may be placed immediately adjacent to or inside the logo. The integrity of the border and white background must be maintained.

e) Colours

There is never a need to reverse out the logo colors since all the elements of the logo are enclosed within the border rule.

f) Statement

Please note that it is the individual trainer that is the CAPPDT member and not the business. The following statement is recommended for all uses where possible: "This symbol designates trainers who are members of the CAPPDT. Trainers who display this symbol are dedicated to the highest standards of client care and continuing development of professional skills and competence."

g) Placement of Symbol

All qualified users of the logo must take steps to ensure that it is not placed on any item or electronic communication in such a manner as to give the appearance that the brand is owned or controlled by any entity other than the CAPPDT.

h) Disclaimer

CAPPDT assumes no liability for any claims, actions, injuries, or legal expenses connected with or related to improper use of the licensed marks or the provision of any services provided by the CAPPDT member as a result of granting permission to use the symbol. Members agree to hold CAPPDT harmless and indemnify CAPPDT from any and all such claims, including costs of defending against same.

i) Violation of These Guidelines

Should you, the member, violate any of the provisions of this agreement, CAPPDT has the absolute right to withdraw permission to use the symbol immediately and you, the member, shall not be allowed to distribute any existing inventory or literature bearing the CAPPDT logo or member logo.